

## Message Text

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PAGE 01 STATE 139174

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INFO OCT-01 EUR-06 ADP-00 EB-05 RSC-01 /013 R

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DRAFTED BY: OIM/PROGDEV/RCS/CAGENDREAU

APPROVED BY: EB/OCA/REP:RCJORGENSEN

OIM/PROGDEV/MRENNERT/212 OED/EID-JFERCHAK/266

OIM/OO/SE/DJOHNSON/228 EB/EWT-LLESE EUR/EEAEESEGALL

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R 162124Z JUL 73

FM SECSTATE WASHDC

TO AMEMBASSY BELGRADE

AMCONSUL ZAGREB

UNCLAS STATE 139174

FROM COMMERCE

E.O. 11652: N/A

TAGS: BEXP, BFOL, YU

SUBJ: OIM TARGET INDUSTRY RESEARCH: COMPUTERS AND COMPUTER RELATED EQUIPMENT AND BIOMEDICAL EQUIPMENT-TRADE LISTS AND WTDR'S.

REF: (A) BELGRADE OM, JUNE 19, 1973; (B) BELGRADE A-357, JUNE 26, 1973; (C) BELGRADE 2818; (D) USDOC 7687; (E) STATE -188, JANUARY 8, 1973; (F) STATE 11780, DECEMBER 5, 1972.

1. COMMERCE GREATLY APPRECIATES EMBASSY BELGRADE'S CONSCIENTIOUS SCREENING OF MAJOR PROSPECTIVE CUSTOMER LIST; POST'S PROVISION OF CORRECT NAMES, MORE ACCURATE ADDRESSES AND KEY CONTACTS INVALUABLE FOR PREPARATION SUITABLE TRADE LIST. REGRET SUB-STANDARD EFFORT BY LONDON-BASED CONTRACTOR RESULTED IN ADDITIONAL TASK FOR POSTS.

2. ASSUME REFERENCE IN PARA. ONE, REFAIR (A) SHOULD READ "MAJOR PROSPECTIVE CUSTOMERS" LATTER AIRGRAM TRANSMITTED COPIES OF VALID WTDR'S ON THREE PROSPECTIVE CUSTOMERS, TWO NEW WTDR'S AND SUMMARY SHEETS ON THREE CUSTOMER ENTITIES PROVIDING, IN LIEU WTDR'S, DATA CHARACTERIZED AS "BASIC INFORMATION." REFTEL (C) PROVIDED UNCLASSIFIED

UNCLASSIFIED

PAGE 02 STATE 139174

SIMILAR ASIC INFORMATION, AGAIN IN LIEU OF WTDR'S, ON 15

CUSTOMER ESTABLISHMENTS COMPRISING PORTION LIST IN REFTEL (D)  
AND CONTRACTOR'S LIST.

3. ESTABLISHMENTS FOR WHICH BASIC INFORMATION PROVIDED BOTH IN  
REFAIR (A) AND REFTEL (C) ARE IDENTIFIED AS THOSE "FOR WHICH  
FULL WTDR INFORMATION IS EITHER NOT AVAILABLE OR NOT APPLICABLE,"  
AND WAS PROVIDED "IN THE INTEREST OF TIME AND IN ORDER NOT TO DELAY  
COMPLETION OF MARKET STUDY."

4. COMMERCE APPRECIATES POST RECOGNITION OF CRITICAL DEADLINES IN  
PREPARATION OF SALES PACKAGE (SECTION C-2 OF REFAIR (F) AND, THERE-  
FORE, ITS MOTIVATION TO SAVE TIME BY SEEKING SATISFY WTDR REQUIRE-  
MENT BY OTHER THAN WTDR'S. HOWEVER, AS INDICATED IN REFAIR (F),  
WTDR'S ARE ESSENTIAL ELEMENT OF SALES PACKAGE. BASIC INFORMATION  
TRANSMITTED ON MPC ESTABLISHMENTS DOES NOT, UNFORTUNATELY, MEET  
PROGRAM REQUIREMENTS NOTWITHSTANDING THAT MUCH OF IT WOULD BE  
SUITABLE FOR INCLUSION IN A WTDR. AS PST AWARE, WTDR'S PREPARED  
ON FORM IA-341 INCLUDING APPROPRIATE CODING (IN CONTRAST TO  
TELEGRAPHIC WTDR'S), NOW THE MAJOR SOURCE OF NAME-DATA INPUT TO  
AUTOMATED FOREIGN TRADERS INDEX. PRIMARY SOURCE SUCH IA-341'S ARE  
THOSE PREPARED AGAINST TARGET INDUSTRY RESEARCH-CENTERED TRADE  
LISTS.

5. COMMERCE PUZZLED BY EMBASSY BELGRADE STATEMENT THAT "FULL  
WTDR INFORMATION IS ...NOT AVAILABLE OR NOT APPLICABLE "WITH  
RESPECT TO SOME 18 OF 23 ENTITIES. WITH TRANSMITTAL OF REFAIR  
(E), "EXPANSION OF WTDR COVERAGE," MEAN OF PREPARING WTDR'S ON  
ENTITIES FOR WHICH SUCH REPORTS WERE PREVIOUSLY CONSIDERED  
INAPPLICABLE, WAS INTRODUCED. WHERE GOVERNMENTAL OR QUASI-  
GOVERNMENTAL ESTABLISHMENTS INVOLVED, THE INSTRUCTION DOES NOT  
NECESSARILY REQUIRE PREPARATION FULL WTDR AND OPTION TO PREPARE  
FULL OR PARTIAL REPORT INVOLVES POST DISCRETION.

6. REVIEW OF ESTABLISHMENTS INCLUDED IN MPC LIST SUGGESTS THAT  
MOST ON WHICH "BASIC INFORMATION" PROVIDED ARE APPROPRIATE  
SUBJECTS OF FULL OR PARTIAL WTDR'S. UNLESS PERTINENT DATA HAS BEEN  
SOUGHT BY POST, CONCLUSION THAT IT IS NOT AVAILABLE WOULD NOT SEEM  
TO FOLLOW. SAME CONSIDERATIONS APPLY TO MEDICAL FACULTIES(  
UNIVERSITIES) AND PRIVATE AND GOVERNMENTAL HOSPITALS RESPECTING  
WHICH EMBASSY BELGRADE HAS ALSO CONCLUDED (REFAIR B) THAT DATA  
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PAGE 03 STATE 139174

NOT AVAILABLE OR INAPPLICABLE. APPROPRIATELY TAILORED WTDR'S ARE  
BEING PREPARED ON SUCH ENTITIES BY OTHER POSTS. WHERE QUESTIONS  
OF APPROPRIATENESS OF SEEKING AND REPORTING SELECT ITEMS REQUIRED  
ON IA-341 ARISES, POSTS MAY BE GUIDED BY A-188.

7. POSTS ARE REQUESTED TO RE-EXAMINE A-188 AND TO REVIEW DECISION  
NOT TO PREPARE WTDR'S IN MOST CASES. POST MAY CONCLUDE THAT,  
IN PARTICULARLY SENSITIVE CASES, NO WTDR SHOULD BE PREPARED

DUE LOCAL CIRCUMSTANCES. WHERE THIS CLEARLY CASE, PLEASE PROVIDE  
A RATIONALE FOR DECISION.

8. WTDR'S FOR BIOMEDICAL CUSTOMER LIST SHOULD BE PREPARED AND  
FORWARDED AS SOON AS POSSIBLE; THOSE FOR COMPUTERS WHOULD BE  
RECEIVED IN COMMERCE BY MID-SEPTEMBER. REPORTS ON CENTROPROM AND  
VALJAONICA BAKRA (DATED 12/71) ARE NOT VALID IN TERMS OF A-809 AND  
SHOULD BE UPDATED. POSTS REQUESTED CABLE COMMERCE WHETHER THEY CAN  
MEET SUBMISSION DEADLINES.

9. SHOULD AMCONSUL ZAGREB DETERMINE THAT CORRECTIONS ARE NECESSARY  
IN NAMES, ADDRESSES, KEY CONTACTS OR SECTOR DESCRIPTIN ON THOSE  
ESTABLISHMENTS (COMPUTER CUSTOMERS) FALLING WITHIN ITS CONSULAR  
DISTRICT, PLEASE SO INFORM COMMERCE BY CABLE IN ORDER PERMIT  
FINAL PROCESSING TRADE LIST. RUSH

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## Message Attributes

**Automatic Decaptoning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 16 JUL 1973  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1973STATE139174  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** OIM/PROGDEV/RCS/CAGENDREAU  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** n/a  
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**Office:** ORIGIN COME  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 3  
**Previous Channel Indicators:**  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** 73 (A) BELGRADE OM, JUNE 19, 1973; (, B) BELGRADE A-357, JUNE 26  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** cunninfx  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 19 DEC 2001  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <19-Dec-2001 by phillir0>; APPROVED <04-Feb-2002 by cunninfx>  
**Review Markings:**

Declassified/Released  
US Department of State  
EO Systematic Review  
30 JUN 2005

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** OIM TARGET INDUSTRY RESEARCH: COMPUTERS AND COMPUTER RELATED EQUIPMENT AND BIOMEDICAL EQUIPMENT-TRADE LISTS AND WTDR'S.  
**TAGS:** BEXP, BFOL, UY  
**To:** BELGRADE ZAGREB  
**Type:** TE  
**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005